

MEDIA RELEASE

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Business set to bloom with new BID



Business is set to bloom in Gosford City Centre with the signing of the first member of the Gosford Business Improvement District (BID) Association.

Joan Grant from Central Coast Florists in the Imperial Shopping Centre, joined the BID Association as she wanted to contribute to improving the City Centre.

"As soon as I heard about the Gosford BID, I thought everyone should join. The concept is fantastic," said Mrs. Grant.

BIDs are non-profit partnerships where property owners and businesses work together in partnership with Council to enhance the business environment and stimulate economic growth.

The BID's goal is to make Gosford a safer, cleaner, more commercially vibrant, attractive city, according to the Mayor of Gosford City, Cllr Jim Macfadyen.

"There is no doubt that the BID has the potential to be an extremely powerful tool in revitalising the CBD and boosting economic growth," said Mayor Macfadyen.

"The BID delivers a real return to businesses in the shape of enhanced local services and I have no doubt those services can assist with delivering improved economic performance," he said.

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"Council staff and the BID's committee members have been talking with businesses in the CBD about what we hope to do and encourage as many people as possible to get involved."

The BID program is based on similar successful models in the United Kingdom, USA and Europe.

Approximately 500 varied property owners and businesses -- including shops, cafes and restaurants, bars and pubs, sporting, leisure and entertainment venues -- are eligible to join the Gosford BID.

A florist in the Gosford CBD for 19 years, Joan believes that if people want to improve Gosford City Centre then a "whole community" approach is needed.

"If we as a community want Gosford City Centre to be a better place, everyone -- businesses, residents, property owners -- should contribute," said

Mrs. Grant.

"If we each do a little bit through the BID Association it will have a positive flow-on effect through the CBD," she said.

A steering committee comprising of nine business managers and one council representative have been developing the BIDs program, setting objectives and convening the first Annual General Meeting scheduled for June this year.

At the Annual General Meeting, Association members will elect the executive committee. The business plan will go before Council next month. For further information, contact Council on 4325 8222.

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For further information, please contact Council's Advisor Economic Development, John Tilston, on 4325 8982.